

Committee: RESOURCES COMMITTEE
Date: 23 June 2005
Agenda Item No: 5
Title: INTEGRATED CUSTOMER MANAGEMENT
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Introduction

- 1 It was resolved at the last meeting on 31 March 2005, that the implementation plan and progress with Integrated Customer Management (ICM) should be regularly reported to Resources Committee.
- 2 It was also resolved that progress would be reported to the IT Working Group and this was done at the meeting of the group on 16 June 2005.

Project Initiation Document

- 3 The ICM Project Initiation Document defines the project, forms the basis for its management and the assessment for its overall success. The PID was agreed at the Project Board meeting on 6 June 2005 and is shown at appendix 1 to this report. The PID sets out the overall project plan including the key milestones.
- 4 The Joint Management Team meeting on 11 May 2005 agreed that sub groups would be established for each ICM project stream, to be led by an Executive Manager. The sub groups have met and agreed terms of reference.

Customer Relationship Management (CRM) System

- 5 In 2004, the Council contracted for the Connect CRM application from MVM. Meetings had been held with the software supplier and work was progressing well with designing customer enquiry handling scripts. The supplier met with officers recently and the Council was informed that Northgate Information Solutions had acquired the company. Northgate has also acquired Sx3, the software supplier of the Council's Revenues and Benefits and Housing systems.
- 6 Subsequently, Northgate has reviewed its product strategy and has decided to focus on its own CRM solution, Front Office, as the preferred choice for clients. The cost of this product is still within the existing budgetary provision for the project.

- 7 The Council is at the early stages of deploying the MVM Connect CRM application, and Northgate has proposed that it upgrades from Connect to Front Office. Negotiations are still progressing regarding the revised proposal but it is hopeful that the Council will upgrade to Northgate's Front Office application.
- 8 Northgate are aware of the Council's requirement to deliver ICM in the pathfinders during August and September 2005 and propose to deliver up to six processes, developed for other Front Office clients, but configured to Uttlesford's specific requirements. This will offer the Council a rapid means of evaluating the benefits achievable by utilising Front Office to deliver ICM.
- 9 Arrangements were being made to hold further presentations with MVM Connect to demonstrate their CRM system. It is now intended to arrange similar demonstrations of Northgate Front Office, subject of course to the contractual arrangements being finalised. Also, it is intended to carry out a demonstration of the system to this Committee and the IT Working Group.

Visits To Other Local Authorities

- 10 Members of staff have recently visited Stevenage Borough Council and Mid-Suffolk District Council to see how they have implemented changes to customer service delivery. The visits have been productive and more are to be arranged.

RECOMMENDED that the Committee notes and comments on the progress of the Integrated Customer Management project.